

OCTOBER 2020

THRIVE Publishing Guidelines v3.1

FOR WRITERS / CONTRIBUTORS



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Key Principles

- Aim for a length of 500-1,200 words. Some topics may call for longer articles or dividing the article into parts.
- Write clearly and concisely. Don't waffle or add unnecessary information.
- Do NOT write in the first-person using words like "I," "me," or "my." Instead, write in the third person. The article/blog post should be from the standpoint of an educational and authoritative resource on the topic.
- Articles must be your original work and not published elsewhere.
- Give credit. Check your facts and quotations. Cite the original sources (not the source that quoted the original source).
- Our Editorial Team reserves the right to edit your article, including grammar, spelling, and formatting.
- Personal information, such as last names, email addresses, and personal websites are not permitted.

THRIVE's Voice

Our organization's voice is:

- Conversational
- Trustworthy and authoritative
- Approachable
- Knowledgeable
- Informative
- Community-oriented



Spelling and Grammar Guidelines

- Use a single space after a period.
- For numbers, spell out numbers one through nine; use numerals for 10 and up.
- Use the word per cent for singular percentages (one per cent - nine per cent). Use % for percentages 10 and above.
- Always use serial commas (Oxford commas) in lists.
- Contractions are preferable (It's vs It is).
- Media usage: Capitalize and use quotation marks around Academic articles, Television shows, etc.
- **THRIVE**: To be written in all capital letter, bold and italics.

Writing Your Article

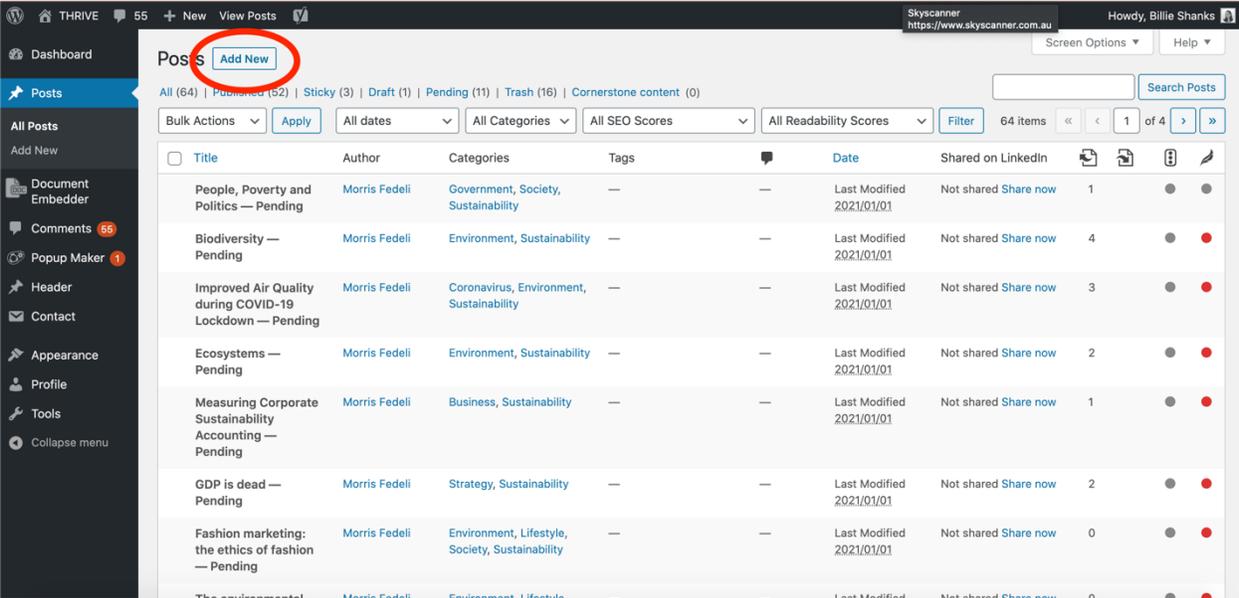
- Write to an audience of a **general/knowledgeable audience** aged 15 and above.
- When presenting data and figures, consider using charts. Sometimes figures can be difficult to digest for readers, so think about ways to make important data more readable.
- Keep your paragraphs short and break the article into easily digestible sections.
- Include links to **THRIVE** content when applicable. If you feel your article relates to other articles, audio files, YouTube links, or images/charts on the **THRIVE** Platform we encourage you to include them in your post.
- Include hyperlinks to direct readers to other **THRIVE** articles.
- Use subheadings and quotes throughout the article to improve Search Engine Optimization (SEO).
- Stay insightful! Readers should feel educated and motivated so they will engage more with the **THRIVE** platform.
- Call to Action: Be sure to link back to the key messages, values and purpose of **THRIVE** at the end of your article.
- Double-check your work. As a content writer, we're relying on you to be the expert in your field. Make sure there are no errors in your statements, spelling or grammar.
- Read the WordPress checklist below to set up your own article's SEO.
- **Do NOT publish your article.** Ensure it is saved as **PENDING** and email editor@strive2thrive.earth when you are done so we can review and publish the article to the publishing timetable.

Published posts will appear on the **THRIVE** Blog. We promote all articles via The **THRIVE** Project LinkedIn.

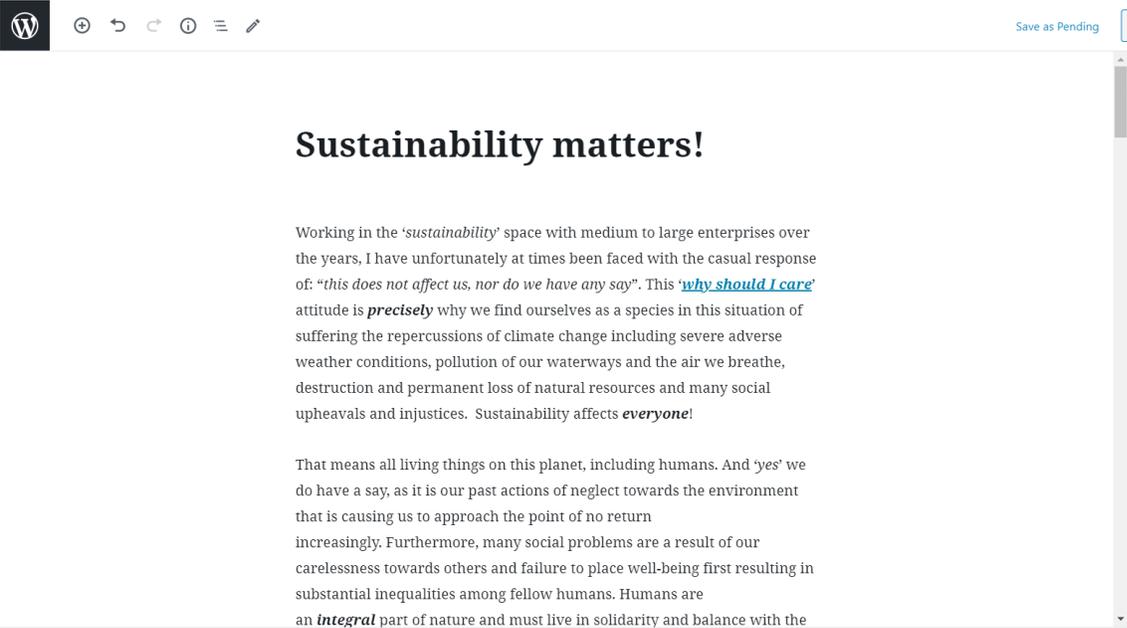


Uploading Your Article: WordPress Checklist

- Log in as a Contributor at [https://wpadmin.strive2thrive.earth](https://wpadmin.strive2thrive earth)
- Go to Posts via the Left Sidebar and click 'Add New'

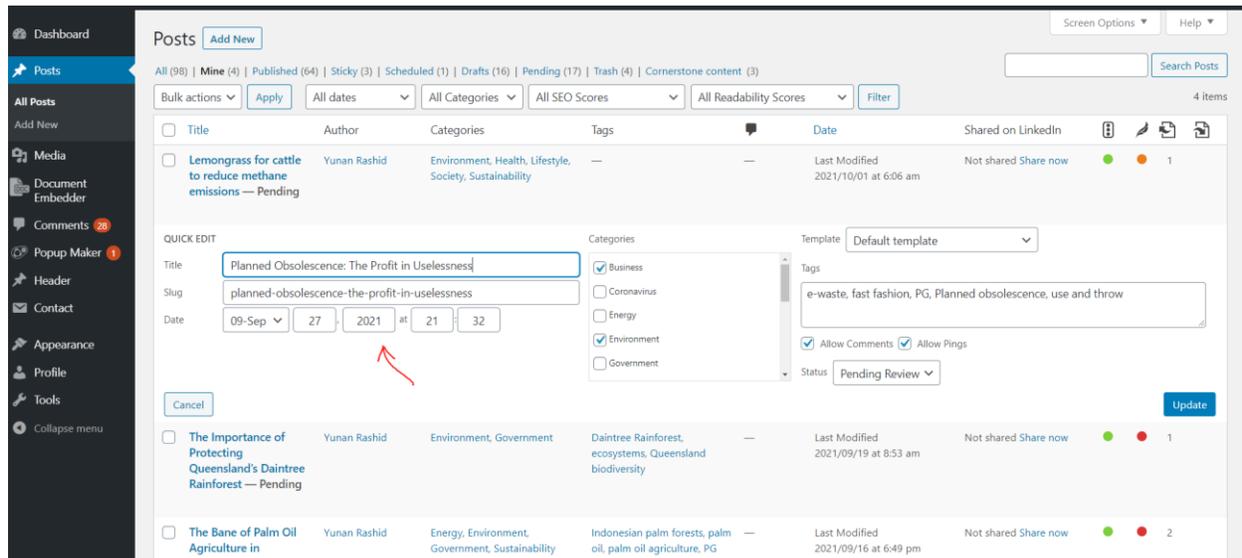


You can either copy and paste your article directly or type it in this page. Insert your heading in the “Add Title” block. Insert pictures/photos using ‘cut’ / ‘copy’ and ‘paste’ or use ‘upload’ option.



Keep ALL settings as they are except for the following changes. On the Right Sidebar of your blog post editor:

- Ensure correct Author is listed in the dropdown.
- Select quick edit and ensure publication date is set **one year** after the actual upload date.



The screenshot displays the WordPress 'QUICK EDIT' interface for a blog post. The title is 'Planned Obsolescence: The Profit in Uselessness' and the slug is 'planned-obsolence-the-profit-in-uselessness'. The date is set to 09-Sep-2021 at 21:32, with a red arrow pointing to the year '2021'. The 'Categories' section shows 'Business' and 'Environment' selected. The 'Tags' section shows 'e-waste, fast fashion, PG, Planned obsolescence, use and throw'. The 'Status' is set to 'Pending Review'. The 'Update' button is visible in the bottom right corner.

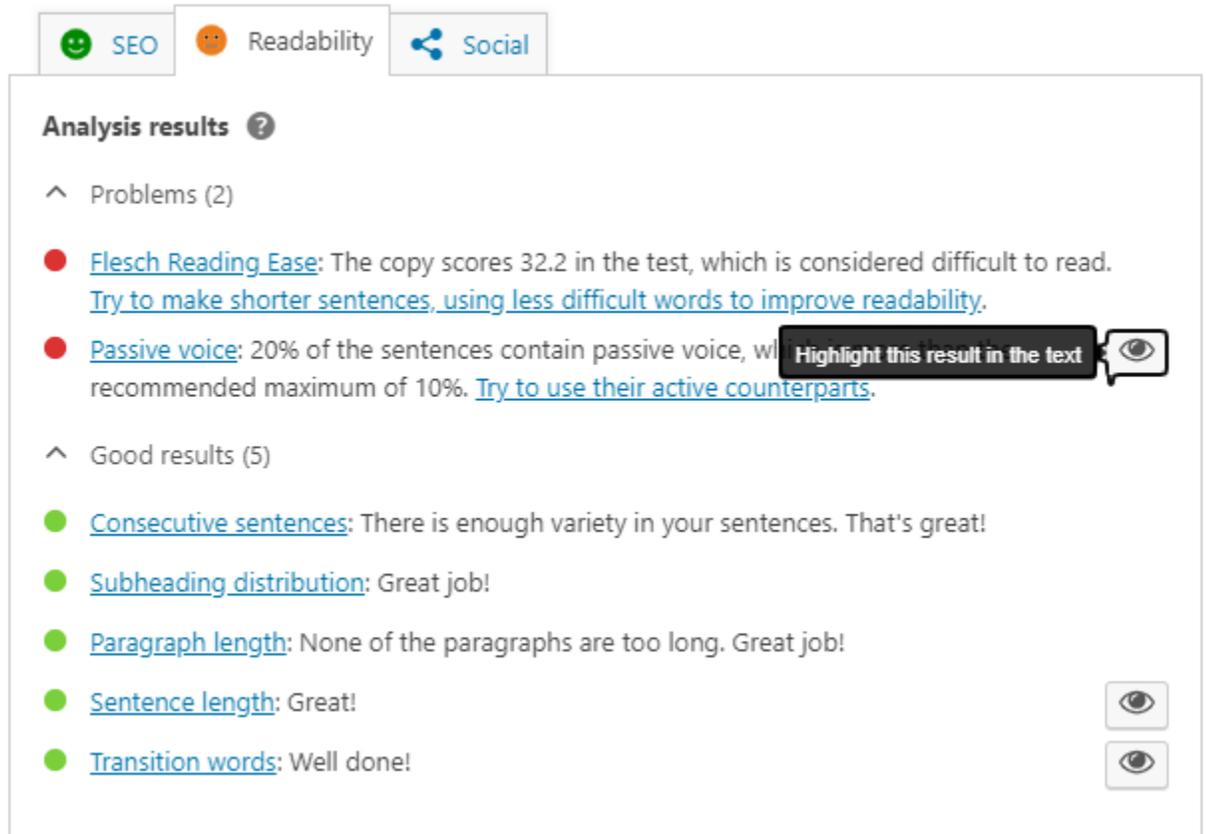
- Edit URL slug. Keep it short and unique, so it doesn't override another blog post. If the title of the article is short then the slug should ideally be the same.
- Select relevant Categories for blog post (please don't create any new categories).
- Change the status to **PENDING** once the article is ready.
- Upload featured image (size: 900 x 483 pixels) as found in the right hand panel. See below for more information on how to resize images.
- Paste first 2 lines of text of article into "Excerpt" followed by ellipse ("..."), as applicable.

Scroll down to the bottom of your text editor, you should see *Yoast SEO*:

The screenshot shows the Yoast SEO interface for a WordPress post. At the top, there are icons for a plus sign, a pencil, undo, redo, information, and a menu. Below these is the 'Yoast SEO' header. The main area has three tabs: 'SEO' (active), 'Readability', and 'Social'. Under the 'SEO' tab, the 'Focus keyphrase' is set to 'planned obsolescence'. A 'Google preview' section is expanded, showing a preview of the search result for 'strive2thrive.earth > planned-obsolescence-the-profit-i...'. The preview includes the title 'Planned Obsolescence: The Profit in Uselessness - THRIVE', the date 'Sep 27, 2021', and a snippet of text: 'Planned obsolescence is defined as the intentional engineering of a product to fail before its real potential lifespan.' Below the preview, the 'SEO title' field is empty, with an 'Insert variable' button and a dropdown menu showing 'Title', 'Page', 'Separator', and 'Site title'. The 'Slug' field contains 'planned-obsolescence-the-profit-in-uselessness'. The 'Meta description' field contains the same text as the snippet in the preview, with an 'Insert variable' button. A green progress bar is visible under both the slug and meta description fields. At the bottom of the interface, the word 'Document' is visible.

- Click “Google Preview” and click "edit snippet”.
- Paste the first line from your article into the Meta Description (make sure the bar under the text remains GREEN otherwise add/remove words to make it fit).
- Double check URL slug here (this is the text after [www.strive2thrive.earth/....](http://www.strive2thrive.earth/...)).

- To get an approved readability score simply click on the highlight tool in Yoast SEO under the readability tab.



The screenshot shows the Yoast SEO interface with three tabs: 'SEO' (green smiley icon), 'Readability' (orange frowny icon), and 'Social' (blue share icon). The 'Readability' tab is active. Below the tabs is a section titled 'Analysis results' with a help icon. It is divided into two sections: 'Problems (2)' and 'Good results (5)'. Under 'Problems', there are two items: 'Flesch Reading Ease' (red dot) and 'Passive voice' (red dot). A tooltip with an eye icon and the text 'Highlight this result in the text' is positioned over the 'Passive voice' item. Under 'Good results', there are five items: 'Consecutive sentences' (green dot), 'Subheading distribution' (green dot), 'Paragraph length' (green dot), 'Sentence length' (green dot), and 'Transition words' (green dot). On the right side of the 'Good results' section, there are two eye icons, one above the other.

SEO Readability Social

Analysis results ?

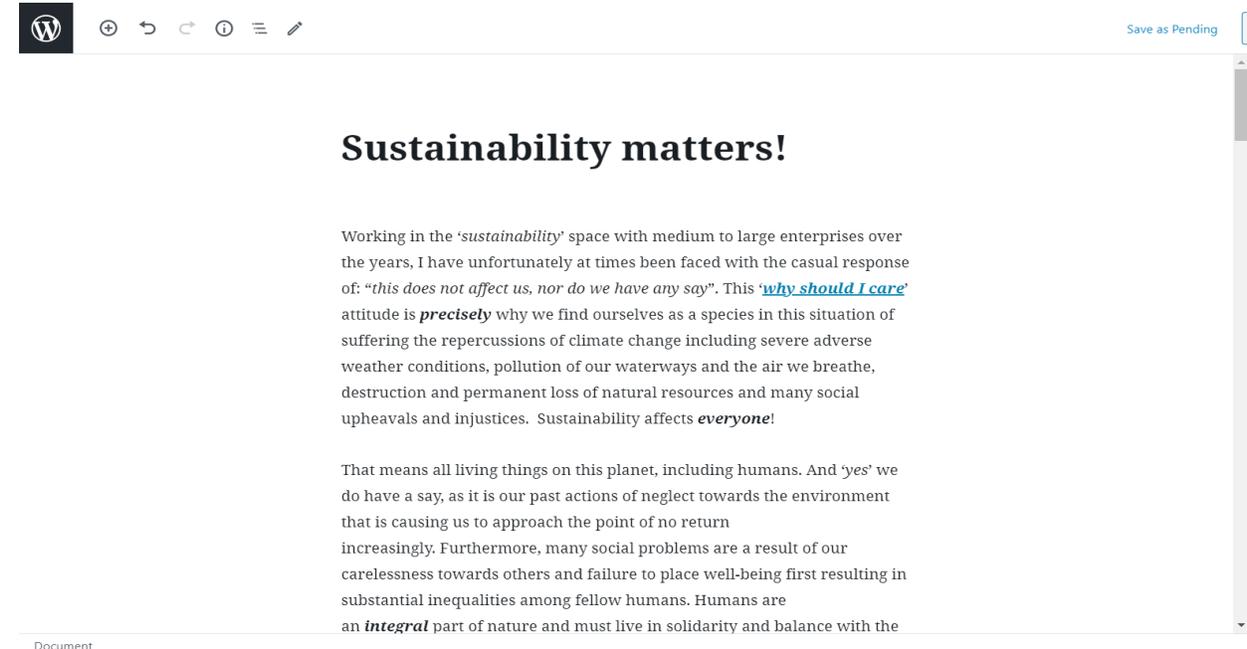
^ Problems (2)

- [Flesch Reading Ease](#): The copy scores 32.2 in the test, which is considered difficult to read. [Try to make shorter sentences, using less difficult words to improve readability.](#)
- [Passive voice](#): 20% of the sentences contain passive voice, with a recommended maximum of 10%. [Try to use their active counterparts.](#)

^ Good results (5)

- [Consecutive sentences](#): There is enough variety in your sentences. That's great!
- [Subheading distribution](#): Great job!
- [Paragraph length](#): None of the paragraphs are too long. Great job!
- [Sentence length](#): Great!
- [Transition words](#): Well done!

Click to save as **PENDING** on the top right.



The screenshot shows a WordPress editor interface. At the top left is the WordPress logo and a toolbar with icons for undo, redo, help, and edit. At the top right, it says "Save as Pending". The main content area has a title "Sustainability matters!" and two paragraphs of text. The first paragraph discusses the author's experience in the 'sustainability' space and the common response of "this does not affect us, nor do we have any say". The second paragraph explains that sustainability affects everyone and discusses the impact of climate change and social inequalities.

Document

You can then exit the page.

Email editor@strive2thrive.earth when your article is ready for review.

Featured image Guidelines

The feature image is visible as a thumbnail on the main Blog page and is repeated as the main image on the individual blog post. should always be:

- Unique – Ensure your chosen image hasn't been used on the **THRIVE** blog before.
- High quality – Ensure you download the actual image rather than dragging it from the website to your desktop resulting in a low resolution image..
- Relevant to the blog post subject – search for keywords mentioned in the blog.
- Non-offensive – if the blog is about a controversial subject, keep the image vague.

Examples of past blog images:

Air Pollution:



Religion:



Wellbeing:



Afforestation:



Coronavirus:



Equality:



Where to find high quality FREE images:

- <https://www.pexels.com/>
- <https://unsplash.com/>
- <https://search.creativecommons.org/> (ensure that your image doesn't require you to credit the owner) - on the sidebar, select the first 2 options under "licenses"

How to Resize your Featured image

- Go to <https://resizeimage.net/>
- Upload your image file
- Skip steps 2 + 3
- Step 4 - untick "keep aspect ratio", insert 900 and 483
- Step 7 - select normal compression
- Select "resize image"
- Select "Download image" to download to your local download folder

Publishing Checklist

Before transferring your article from **DRAFT** to **PENDING**, please ensure of the following:

- Link to relevant previous **THRIVE** articles and pertinent external articles (should be > 8)
- Be sure to include at least one or two pictures or graphs with citation
- Provide complete (preferably hyperlinked) entry of **REFERENCES** at article end
- Pick a catchy title and lead-in phrase and end with a call to action to **THRIVE** Project
- Use short sentences and plain English terminology, as well as frequent equally spaced sub-headings throughout the text to improve understanding
- Complete the SEO tags, slug and key phrase as this will ensure good positioning in searches (refer to analysis at end of the article)
- Set future date (+1 year) and tick the related categories and set to **DRAFT** whilst editing
- Be sure to include a header graphic with your article
- Double check your work before submission: English, grammar and punctuation

Once all of the above is done then you may submit by changing to **PENDING** status. Editors will check your work thereafter. Having a consistent series of complete submissions requiring little to no editing or updates will allow you to progress to self-publish status sooner whereby you may publish directly under your own name.

PENDING articles are thereafter scheduled for publication according to our publishing timetable which is influenced by world affairs, events and other topical concerns. If your article is unsuitable it will be pushed back to **DRAFT** stage with an email from the editor providing you with guidance on what needs to be improved.



Feedback on submission

We have a regular daily schedule of submissions, so please ensure all article submissions meet the Publishing Guidelines in all respects. Consistently meeting these expectations will ensure your quick escalation from **ghostwriter** to **self-authored** published status whereby you conduct your own research, writing and editing. This means meeting submission deadlines, quality content, SEO requirements (as shown here below), innovative and appealing content, and writing standards.

Date	Shared on LinkedIn				
Last Modified 2021/10/01 at 6:06 am	Not shared Share now			1	
Last Modified 2021/09/27 at 9:32 pm	Not shared Share now			1	

Sample SEO expectations as seen in the post list. (The green and orange dots).

Accepted articles:

THRIVE editors will tolerate and effect minor corrections before passing an article onto the pool of **SCHEDULED** articles for publication. Once in this pool then the Editor-in-chief will assign dates for the publishing of the same according to a number of factors. You will no longer be able to edit the article past this point.

Rejected Articles:

Article requiring major corrections, missing key citations/biography or be missing or contain erroneous or unsupported facts, missing links, inappropriate length, styling or grammar or in some other way not of sufficient quality will be rejected. You will be advised of this by the editor and your article will contain red text or otherwise red marks/comments indicating where the issues lie. Please fix promptly and resubmit within two days to avoid article release date being pushed back.

